

Development Strategy Of The Panyaweuyan Terraced Natural Tourism Destination In Majalengka Regency, West Java

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Abstract

Panyaweuyan Terraces is a natural tourist destination in Majalengka Regency, West Java, characterized by its distinctive terraced agricultural landscape in a hilly area. This unique landscape has significant potential for development as a nature tourism, agrotourism, and educational tourism destination. However, its development still faces several challenges, including road access conditions, limited parking capacity, cleanliness, tourist safety, and the competence of human resources in tourism management. This study aims to analyze the internal and external conditions and formulate development strategies for the Panyaweuyan Terraces natural tourism destination. The study employs a descriptive qualitative approach, with data collected through observation, interviews, and documentation. Data analysis consists of data reduction, data presentation, and conclusion drawing, while strategy formulation uses SWOT analysis. The results indicate that the destination's strengths include the beauty of its terraced landscape, the availability of basic facilities, management services, the involvement of Karang Taruna (local youth organization), human resource collaboration, government support, and strong natural potential. The main weaknesses include cleanliness, safety, parking capacity, and human resource competence. Development opportunities include government support, the utilization of social media and digital technology, the development of educational tourism and agrotourism, and the growing family and younger-generation tourist segments. The main threat is competition from other tourist destinations in the surrounding area. Development strategies focus on strengthening landscape-based tourism, developing educational tourism and agrotourism, improving facility quality and safety, enhancing cleanliness, strengthening human resource competence, optimizing digital promotion, and fostering collaboration among stakeholders while preserving the agricultural landscape character and increasing local community involvement.

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Keywords: development strategy, natural tourist destination, sustainable tourism, SWOT.

INTRODUCTION

Tourism is a sector that is linked to various economic, social, cultural, and environmental activities. Tourism development at the destination level is not only directed at increasing the number of tourist visits, but also needs to pay attention to the quality of the tourist experience, economic benefits for local communities, resource preservation, and destination management capacity (Ridla, Kanom, & Darmawan, 2021). In the context of sustainable tourism, the utilization of local resources needs to be carried out while taking into account environmental, social, cultural, and economic sustainability (Sunarta & Arida, 2017). Tourism is a sector that is linked to various economic, social, cultural, and environmental activities. Tourism development at the destination level is not only directed at increasing the number of tourist visits, but also needs to pay attention to the quality of the tourist experience, economic benefits for local communities, resource preservation, and destination management capacity (Adikampana, Pujani, & Nugroho, 2015). In the context of sustainable tourism, the utilization of local resources needs to be carried out while taking into account environmental, social, cultural, and economic sustainability (Adikampana, Sunarta, & Negara, 2017).

One form of development that is strongly linked to local resources is agrotourism and community-based tourism. This model integrates agricultural activities, the environment, community life, and tourist experiences. Research by Djuwendah et al. (2023) shows that the sustainability of community-based agro-ecotourism in West Java is influenced by various dimensions, including social, cultural, economic, environmental, institutional, and technological dimensions. Attributes that are sensitive to sustainability include tourist visits, the availability of transportation and infrastructure, cooperation with external parties, the sustainability of agricultural businesses, waste management, and cultural festivals.

The development of rural tourism also requires integration between natural potential and community interests. Saputro et al. (2023), through research on rural tourism in Ciamis, West Java, show that aspects of the natural landscape, biodiversity, agricultural land, community involvement, cultural preservation, livelihood diversification, accommodation, and markets for agricultural products are important parts of rural tourism sustainability. These conditions are relevant to the Panyaweuyan Terraces in Majalengka Regency. This area has an agricultural landscape characterized by terraces in a hilly region. This uniqueness becomes a visual attraction that distinguishes it from many other natural tourist destinations.



Previous research has shown that the Panyaweuyan Terraces have potential as agrotourism due to the characteristics of a horticultural agricultural area with a terrace system. The development of this area is directed toward the preservation of natural resources, the provision of facilities, the improvement of management quality, and the development of tour guides (Pratama, 2022). More recent research also shows that the development of Panyaweuyan still faces accessibility problems. Nabhan et al. (2025) found that the implementation of accessibility policies in the Panyaweuyan area has not been optimal due to limited resources, coordination among stakeholders, road conditions, public transportation, and supporting facilities.

Research by Dadang and Saraswati (2025) specifically examines the development strategy of Panyaweuyan based on agro-eco tourism using a mixed methods approach, agro-eco tourism analysis, and SWOT. The results of this research place the area in a position that has relatively good internal strengths and external opportunities and recommends the development of sustainable agricultural educational tourism supported by improved accessibility and parking areas. These findings show that research on Panyaweuyan has developed from merely identifying attractions toward discussions of accessibility, agro-eco tourism, and sustainability. Therefore, this study does not position Panyaweuyan as a destination that has never been studied, but rather seeks to examine the development strategy through the integration of internal and external factors found in the destination's management conditions.

Based on field research, the Panyaweuyan Terraces have a number of strengths in the form of landscape beauty, basic facilities, management services, community involvement, the Karang Taruna organization, and government support. At the same time, there are still weaknesses in the form of issues related to cleanliness, safety, limited parking, and the need to improve human resource competence. On the external side, the development of social media and digital technology provides opportunities to expand destination promotion. The visual character of the Panyaweuyan Terraces is highly suited to photo- and video-based tourism communication patterns. Research by Armutcu et al. (2023) shows that online destination content can influence tourist behavior through perceptions of destination information. Therefore, digital promotion can be viewed as part of the development strategy, not merely an additional promotional activity. In addition, community involvement is an important factor in destination sustainability. Research by Djuwendah et al. (2023) places the social dimension as one of the important dimensions in the sustainability of community-based agro-ecotourism. Research by Lestari et al. (2025) also shows that community participation is linked to the management and sustainability of tourism villages.

Based on this description, there is a need to formulate a development strategy that connects the potential of the agricultural landscape, community capacity, facility quality,



safety, cleanliness, digital promotion, government support, and relationships with destinations around the area. Thus, this study aims to analyze the internal and external factors of the Panyaweuyan Terraced Natural Tourist Destination and to formulate a destination development strategy based on SWOT analysis.

LITERATURE REVIEW

Tourism Destination Development

A tourist destination is an area that has attractions and various supporting components that enable tourists to carry out travel activities and gain tourist experiences. Destination development needs to pay attention to the relationship between attractions, accessibility, amenities, services, institutions, communities, and the environment (Sunarta & Arida, 2017). The development of natural tourist destinations has different characteristics because the main resources are the environment and the landscape (Sunarta, 2021). Therefore, the construction of facilities needs to take into account the carrying capacity and the characteristics of the area. In the context of Panyaweuyan, the agricultural landscape is not merely a visual backdrop, but constitutes the main resource of the destination. Thus, destination development needs to maintain the sustainability of agricultural activities as part of the area's identity.

Nature Tourism and Agrotourism

Nature tourism utilizes the characteristics of the environment as an attraction. Meanwhile, agrotourism connects agricultural activities with tourism activities (Ridla, Sunarta, & Wijaya, 2024). The Panyaweuyan Terraces have characteristics that allow both approaches to be integrated. Tourism activities can be developed in the form of enjoying the landscape, photography, agricultural education, introduction to horticultural plants, interaction with farmers, farming experiences, and learning about the terrace system. Djuwendah et al. (2023) emphasize that community-based agro-ecotourism can integrate economic, social, cultural, environmental, institutional, and technological aspects. This concept is relevant to the Panyaweuyan area because agriculture and the community are part of the destination's main resources.

Community-Based Tourism

Community-based tourism places local communities as an important part of destination management. Community involvement can take the form of management, services, product provision, guiding, cleanliness, safety, and decision-making (Ridla, Kanom, & Darmawan, 2021). For the Panyaweuyan Terraces, community involvement is of particular importance because the community possesses local knowledge regarding



agricultural land and the characteristics of the environment. This knowledge can be developed into part of the tourist experience.

Digital Promotion of Destinations

The development of digital technology is changing the way tourists obtain information and choose destinations. Social media provides space for destinations to convey visuals, stories, activities, facilities, and practical information to potential tourists (Ridla, Sawu, & Kanom, 2023). Armutcu et al. (2023) demonstrate the importance of online destination content in shaping tourist perceptions and behavior. Therefore, digital promotion for Panyaweuyan can be developed through visual content that highlights the terraced landscape, agricultural activities, tourist experiences, the local community, and visitor information.

METHOD

This study employs a descriptive qualitative approach. This approach was chosen because the study aims to obtain an in-depth picture of the development conditions of the Panyaweuyan Terraced Natural Tourist Destination. The study was conducted at the Panyaweuyan Terraces, Sukasari Kidul Village, Argapura District, Majalengka Regency, West Java. The research data consist of primary and secondary data. Primary data were obtained through observation and interviews, while secondary data were obtained through documentation and relevant information sources (Sugiyono, 2016). Data collection techniques include observation, interviews, and documentation. Observation was used to directly examine the conditions of accessibility, facilities, services, cleanliness, safety, natural potential, and management activities. Interviews were conducted to obtain information regarding destination management, community involvement, human resources, government support, promotion, funding, and development problems. Documentation was used as supporting data to strengthen the information obtained from observations and interviews. Data analysis was carried out through data reduction, data presentation, and conclusion drawing. The validity of the data was strengthened through technique triangulation and source triangulation. After the destination's conditions were identified, internal and external factors were grouped into a SWOT analysis. Internal factors include strengths and weaknesses, while external factors include opportunities and threats (Rangkuti, 2016).

RESULT

Destination Potential

The main potential of the Panyaweuyan Terraces is the terraced agricultural landscape located in a hilly area. This landscape produces a panorama that serves as

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the main attraction for tourists. The agricultural landscape provides two functions at once: as a space for agricultural production and as a tourist attraction. These conditions give Panyaweuyan the opportunity to develop tourism that combines recreation, agriculture, education, and community experience. Previous research has also shown that the character of horticultural agriculture with a terrace system is the main potential of Panyaweuyan as agrotourism (Dadang & Saraswati, 2025).

Accessibility

Accessibility to the destination is generally relatively good because the roads can already be used by vehicles. However, the topographic character causes several road sections to be narrow and winding. Road conditions during the rainy season also require attention because they can increase safety risks. Parking capacity is another issue because the area's space is limited and not all vehicles can enter close to the main location. These findings are consistent with the research of Nabhan et al. (2025), which identified problems related to road access, transportation, supporting facilities, and coordination in the development of Panyaweuyan.

Facilities

The basic facilities available include toilets, trash bins, parking areas, viewing posts, and food stalls. The existence of these facilities is a strength of the destination because it can provide comfort to tourists. However, the quality and distribution of facilities need to be improved gradually. The addition of facilities also needs to take into account the visual character of the area so that development does not reduce the attractiveness of the landscape.

Services

The management's services are generally considered good and friendly. This service attitude is one of the assets in building positive tourist experiences. However, improving service competence is still necessary so that the management is able to handle tourists with increasingly diverse backgrounds. Training in service, communication, tourism interpretation, and emergency handling can be part of improving human resource quality.

Cleanliness

Cleanliness is one of the main weaknesses. Although trash bins are available, the behavior of some tourists who litter is still a problem. The cleanliness problem cannot be solved merely by adding more trash bins. The management needs to develop a supervision system, cleaning schedules, tourist education, and a clear division of



responsibilities. This is relevant to the research of Djuwendah et al. (2023), which identified waste management as one of the important attributes in the sustainability of agro-ecotourism in West Java.

Safety

The hilly terrain conditions mean that the safety aspect of tourists requires special attention. Several points have relatively extreme terrain and therefore require signs and supervision. Strategies for improving safety may include the installation of warning boards, barriers at risky locations, supervisory personnel, clear pathways, and information regarding terrain conditions.

Institutions

Karang Taruna has a role in the management of the destination. The involvement of local organizations indicates the existence of social capital that can be developed. Community institutions can be strengthened through a clear division of tasks, operational standards, training, revenue management mechanisms, and cooperation with the government and external parties.

Human Resources

Some of the human resources come from the community who previously worked as farmers. This condition is an advantage because they understand the character of the area. However, their experience as farmers needs to be complemented by tourism competence. The management requires training in the fields of service, guiding, agricultural interpretation, safety, cleanliness, digital marketing, and environmental management.

The Role of Government

The government has a role in the provision of facilities, development support, supervision, and promotion. Government support is an important opportunity in destination development. However, development cannot depend entirely on the government. Collaboration with the community, business actors, universities, communities, and destinations around the area is needed to strengthen management capacity.

Identification of Internal Factors (Strengths–Weaknesses)

Based on the research findings, several internal factors were identified that influence the development of the Panyaweuyan terraced natural tourist destination in



Majalengka Regency, West Java. These internal factors are summarized in Table 1 as follows.

Table 1 Analysis of Internal Factors (Strengths–Weaknesses)

Internal Factors	Indicators
Strengths	1. Beauty of the terraced landscape 2. Potential for horticultural agriculture 3. Relatively good access 4. Basic facilities available 5. Management services are fairly good 6. Karang Taruna is involved 7. Community cooperation 8. Government support
Weaknesses	1. Cleanliness is not yet optimal 2. Safety supervision is limited 3. Parking capacity is limited 4. Human resource tourism competence is not yet optimal 5. Tourist information still needs to be strengthened

Source: Data Result, 2026

Based on Table 1, it can be explained that there are eight internal factors in the form of strengths and five factors in the form of weaknesses that influence the development of the Panyaweuyan terraced natural tourist destination in Majalengka Regency, West Java.

Identification of Internal Factors (Strengths–Weaknesses)

Furthermore, several external factors were also identified that influence the development of the Panyaweuyan terraced natural tourist destination in Majalengka Regency, West Java. These external factors are summarized in Table 2 as follows.

Table 2 Analysis of External Factors (Opportunities–Threats)

Internal Factors	Indicators
Opportunities	1. Government support 2. Agrotourism development 3. Educational tourism

	4. Social media promotion 5. Development of digital technology 6. Family segment 7. Younger generation segment 8. Destination collaboration
Threats	1. Other tourist destinations around the area 2. Competition to attract tourists 3. Potential environmental pressure due to increased visits

Source; Data Result, 2026

Based on Table 2, it can be explained that there are eight external factors in the form of opportunities and three threat factors that influence the development of the Panyaweuyan terraced natural tourist destination in Majalengka Regency, West Java.

SWOT Analysis

Based on the results of the identification of internal and external conditions, the development of the Panyaweuyan Terraced Natural Tourist Destination has a number of factors that can serve as the basis for formulating strategies. Internal factors consist of strengths and weaknesses, while external factors consist of opportunities and threats. The formulation of the SWOT matrix can be seen in Table 3 as follows.

Table 3 SWOT Analysis

IFAS	Strengths (S)	Weaknesses (W)
	1. Beauty of the terraced landscape 2. Potential for horticultural agriculture 3. Relatively good access 4. Basic facilities available 5. Management services are fairly good 6. Karang Taruna is involved	1. Cleanliness is not yet optimal 2. Safety supervision is limited 3. Parking capacity is limited 4. Human resource tourism competence is not yet optimal 5. Tourist information still needs to be strengthened
EFAS		

	7. Community cooperation 8. Government support	
Opportunities (O) 1. Government support 2. Agrotourism development 3. Educational tourism 4. Social media promotion 5. Development of digital technology 6. Family segment 7. Younger generation segment 8. Destination collaboration	S-O Strategies 1. Develop agricultural and terraced-landscape-based educational tourism 2. Develop tourism activities based on local community experiences 3. Optimize social media as an instrument for destination promotion 4. Develop activities or attractions related to agriculture 5. Utilize government support to improve destination facilities	W-O Strategies 1. Improve the cleanliness management system through community involvement 2. Improve the safety and security system for tourists 3. Improve human resource competence through tourism training 4. Improve the destination information system 5. Improve parking management and vehicle circulation
Threats (T) 1. Other tourist destinations around the area 2. Competition to attract tourists 3. Potential environmental pressure due to increased visits	S-T Strategies 1. Strengthen the identity of the Panyaweuyan Terraces as a landscape-based destination 2. Develop tourism products that are not solely based on scenery 3. Build collaboration with tourist destinations around the area	W-T Strategies 1. Establish clear visiting regulations 2. Implement routine cleanliness and safety supervision 3. Improve safety facilities at risky points 4. Control the impact of increased visits on the environment 5. Strengthen institutional coordination

	4. Strengthen promotion based on the destination's uniqueness	
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Source: Data Result, 2026

Based on the results of the SWOT analysis presented in Table 3, a total of nineteen alternative strategies were obtained, consisting of Strengths-Opportunities (S-O) strategies, Weaknesses-Opportunities (W-O) strategies, Strengths-Threats (S-T) strategies, and Weaknesses-Threats (W-T) strategies in the development of the Panyaweuyan terraced natural tourist destination in Majalengka Regency, West Java. In the next stage, the results of these strategies will be developed into work programs that can serve as recommendations for the development of the Panyaweuyan terraced natural tourist destination in Majalengka Regency, West Java. These work programs include the following:

S-O Strategy (Strength–Opportunity)

The S-O strategy is a strategy that utilizes the destination's internal strengths to maximize external opportunities. In the context of the Panyaweuyan Terraces, this strategy is important because the destination has strong natural resources, particularly in the form of a terraced agricultural landscape, but still has opportunities to be developed into more diverse tourism products.

1. Develop agricultural and terraced-landscape-based educational tourism

The beauty of the terraced landscape is the main strength of the Panyaweuyan Terraces. So far, the tourism value of the area has mainly come from the experience of enjoying the panorama and engaging in photography. However, the presence of agricultural activities provides an opportunity to develop a deeper tourist experience. Educational tourism can be developed by introducing the cultivation process of horticultural plants, the terrace system, the use of agricultural land, the planting-to-harvest process, and the life of farming communities. Tourists are not merely visitors enjoying the scenery, but also gain knowledge and experience regarding agricultural activities.

This strategy can also strengthen the character of Panyaweuyan as a destination with an identity distinct from natural attractions that rely solely on scenery. By utilizing the strength of the landscape and agricultural activities, the management can create tourism products that are more distinctive and difficult to replace by other destinations.



2. Develop tourism activities based on local community experiences

The involvement of the community and Karang Taruna is an institutional strength that can be utilized to develop tourism products. The local community has knowledge of the area and agricultural activities, so they can be involved as guides, resource persons, managers of educational activities, or providers of local products. This model allows tourists to interact directly with the community. In addition to improving the quality of the tourist experience, this involvement can also expand the economic benefits of tourism to the local community. Thus, the community is not merely positioned as supporting personnel, but as part of the tourism product itself.

3. Optimize social media as an instrument for destination promotion

The visual character of the Panyaweuyan Terraces is a strength that is highly suited to the development of social media. Photos and videos of the terraced landscape, agricultural activities, the atmosphere of the area, and tourist experiences can be used as promotional material. Digital promotion needs to be carried out in a planned manner by presenting the destination's identity consistently. Content should not only display the beauty of the scenery, but also information regarding access, facilities, tourist activities, visiting rules, local products, and safety information. Thus, the visual strength of the destination can be used to take advantage of the opportunities presented by the development of digital technology and changes in tourist behavior in seeking travel information.

4. Develop activities or attractions related to agriculture

The strength of the agricultural sector can be developed into tourist attractions such as harvest activities, plant introduction, farming activities, or agricultural festivals. The development of such attractions can give tourists a reason not only to come to see the scenery, but also to participate in specific activities. Agriculture-based attractions also have the opportunity to be developed periodically so that the destination has activities that can be promoted throughout the year.

5. Utilize government support to improve destination facilities

Government support is one of the strengths found in the research. This support can be directed toward improving facilities that are directly related to the quality of the tourist experience, such as toilets, trash bins, parking areas, safety facilities, information boards, and viewpoints. However, the construction of facilities needs to be adjusted to the character of the landscape. The addition of facilities should not reduce the visual value and agricultural character of the Panyaweuyan Terraces. Based on this S-O strategy, the direction of Panyaweuyan's development is not only to increase the number of tourists, but to transform the potential of the agricultural landscape into tourism products that have educational, experiential, and economic value for the community.

W-O Strategy (Weakness–Opportunity)

The W-O strategy is used to take advantage of external opportunities in overcoming internal weaknesses. The research findings show that the Panyaweuyan Terraces have several weaknesses that need to be addressed, particularly cleanliness, safety, parking capacity, and human resource competence.

1. Improve the cleanliness management system through community involvement

Cleanliness is one of the weaknesses found at the destination. Although trash bin facilities are available, the behavior of some tourists who litter is still observed. This condition indicates that the provision of trash bins alone is not enough. The management needs to build a cleanliness system that includes the placement of trash bins at strategic locations, cleaning schedules, supervision, tourist education, and the division of responsibilities between the management and the community. Karang Taruna can be involved more actively in cleanliness activities. This involvement can simultaneously create a distribution of economic benefits and strengthen the community's sense of ownership of the destination.

2. Improve the safety and security system for tourists

The geographical condition of the Panyaweuyan Terraces, located in a hilly area, makes the safety aspect important. Several areas have relatively extreme terrain and require supervision. The opportunity of government support and community involvement can be utilized to improve safety through the installation of warning boards, barriers at certain areas, path directions, information points, and supervisory personnel. Safety is not only related to the presence of personnel, but also to the provision of information to tourists. Tourists need to know which areas are safe, which areas have risks, and which rules must be obeyed.

3. Improve human resource competence through tourism training

Some of the community members involved in management come from farming backgrounds. This condition is a strength in terms of local knowledge, but does not fully guarantee mastery of tourism competence. Therefore, the opportunity of government support and cooperation with educational institutions can be used to provide training to the community. Training materials may include tourist services, guiding techniques, environmental and agricultural interpretation, safety, cleanliness, communication, and digital marketing. The improvement of human resource competence is expected to transform the community's local knowledge into a more professional quality of tourism services.

4. Improve the destination information system

The development of digital technology can be utilized to overcome the limitations of destination information. The management can provide digital information regarding



access, facilities, ticket prices, tourist activities, visiting rules, weather conditions, safety, and management contacts. This information can be conveyed through social media and digital platforms that are easily accessible to tourists.

5. Improve parking management and vehicle circulation

Limited parking capacity is one of the problems in destination development. Government support and coordination with the community can be used to develop a more organized parking system. One approach that can be considered is the arrangement of parking points and vehicle circulation so that vehicles are not concentrated in one location. For large vehicles, the management can implement a special arrangement system so as not to disrupt the access of other vehicles. The W-O strategy is essentially directed at improving management quality, not merely physical development. This is important because an increase in visits without improvements in cleanliness, safety, human resources, and the parking system can create new pressures on the destination.

S-T Strategy (Strength–Threat)

The S-T strategy is carried out by utilizing the destination's strengths to face external threats. The threats identified in the research mainly consist of the presence of other tourist destinations around the area.

1. Strengthen the identity of the Panyaweuyan Terraces as a landscape-based destination

Competition between destinations makes differentiation important. The Panyaweuyan Terraces have a distinctive character in the form of a terraced agricultural landscape. This character needs to be maintained as the main identity of the destination. The management needs to avoid development that causes Panyaweuyan to lose its agricultural character. The construction of facilities and attractions must continue to support the main landscape. Thus, tourists have a clear reason to choose Panyaweuyan based on the uniqueness of the experience offered.

2. Develop tourism products that are not solely based on scenery

If a destination relies only on scenery, its tourism products are relatively easy to compare with other natural destinations. Therefore, the strength of the landscape needs to be combined with educational and experiential activities. For example, tourists can participate in agricultural activities, receive explanations from farmers, enjoy local agricultural products, or join specific activities related to community life. This strategy can create more specific experiences so that competition is not based solely on the beauty of the scenery.

3. Build collaboration with tourist destinations around the area

The presence of other destinations such as Gua Lalai and Curug Ibun can be viewed as a threat if all destinations compete for the same tourists. However, this



condition can also become an opportunity if developed in the form of collaboration. The management can cooperate with surrounding destinations to create travel packages or area promotion. Tourists can be directed to visit several destinations in one trip. With this approach, competition can be transformed into a form of collaboration that enhances the overall attractiveness of the area.

4. Strengthen promotion based on the destination's uniqueness

Promotion needs to highlight the characteristics that distinguish Panyaweuyan from other destinations. Promotional materials can emphasize the terraced landscape, agricultural activities, local community experiences, and educational tourism. Thus, promotion does not merely convey that Panyaweuyan has beautiful scenery, but explains what experiences tourists can gain when visiting. The S-T strategy shows that the way to face competition is not only by adding facilities, but by strengthening the identity and differentiation of tourism products.

W-T Strategy (Weakness–Threat)

The W-T strategy is a defensive strategy directed at minimizing internal weaknesses while avoiding external threats. This strategy is important because weaknesses such as cleanliness and safety can affect the competitiveness of the destination.

1. Establish clear visiting regulations

The management needs to have regulations regarding cleanliness, safety, tourist activities, use of facilities, and protection of agricultural areas. These regulations need to be conveyed through information boards that are easy for tourists to read. With clear regulations, the management has a basis for controlling visitor behavior.

2. Implement routine cleanliness and safety supervision

Supervision is not enough when a problem occurs. The management needs to establish a schedule of routine inspections of the condition of trash bins, tourist paths, viewpoints, toilets, and areas that have safety risks. The local community can be involved in this supervision system. Community involvement can also strengthen community-based management.

3. Improve safety facilities at risky points

Terrain conditions are a natural characteristic that cannot be completely eliminated. Therefore, a more realistic strategy is to manage risk through signs, fences or barriers at certain locations, adequate lighting, and safety information.

4. Control the impact of increased visits on the environment

Increased promotion and tourist visits can provide economic benefits, but can also increase pressure on the environment. Therefore, growth in visits needs to be accompanied by an increase in management capacity. The management needs to pay



attention to waste volume, parking capacity, path conditions, use of facilities, and the condition of agricultural land. This approach is important to ensure that increased tourism activity does not reduce the quality of the landscape that is the main attraction.

5. Strengthen institutional coordination

Management weaknesses can become greater if there is no clear division of roles. Therefore, the government, Karang Taruna, the community, business actors, and the management need to have a clear division of responsibilities. This coordination may cover cleanliness, safety, facilities, promotion, services, attraction development, and handling of tourist complaints. The W-T strategy ultimately functions as a protection mechanism for the destination, namely ensuring that development and increased visits do not magnify the weaknesses that have been identified.

Synthesis of Development Strategy

Based on the four groups of strategies, it can be seen that the development of the Panyaweuyan Terraces cannot be oriented solely toward facility construction or increased promotion. The development strategy must be carried out in an integrated manner. The first strategy is strengthening tourism products, particularly through the development of agricultural educational tourism, community experiences, and terraced-landscape-based activities. The second strategy is improving management quality, especially cleanliness, safety, services, parking, and supporting facilities. The third strategy is strengthening human resources and community institutions through training, division of tasks, and increased involvement of Karang Taruna and the local community. The fourth strategy is optimizing digital technology as a means of promotion as well as a provider of tourist information. The fifth strategy is strengthening collaboration, both between the government and the community and between the Panyaweuyan Terraces and tourist destinations around the area. The sixth strategy is preserving the character of the agricultural landscape. This aspect is an important foundation because the beauty of the terraces is both the main strength and the identity of the destination.

Thus, the direction of Panyaweuyan's development can be formulated as the development of a natural tourist destination based on agricultural landscape and local community that integrates educational tourism, improved management quality, digital transformation, stakeholder collaboration, and environmental preservation. This formulation shows that the main strength of the Panyaweuyan Terraces lies not only in the natural panorama, but in the interconnectedness between the agricultural landscape, the community, tourism activities, and local institutions. Therefore, the development strategy should maintain this interconnectedness as the main identity of the destination.



Strategic Implications

The results of the SWOT analysis imply that the development of the Panyaweuyan Terraces needs to be carried out in stages. The initial priority is to address issues that directly affect the quality of the tourist experience, namely cleanliness, safety, facilities, and human resource competence. Once these basic aspects are strengthened, the management can develop educational tourism and agrotourism products more intensively. These products are then strengthened through digital promotion and collaboration with destinations around the area. In the longer term, development can be directed toward establishing the identity of the Panyaweuyan Terraces as a natural and agricultural tourist destination that offers educational, recreational, and community-based experiences. This approach allows tourism economic development to continue without eliminating the agricultural character that is the main resource of the area.

CONCLUSION

The Panyaweuyan Terraces have strong potential to be developed as a natural tourist destination based on agricultural landscape. The main potential of the destination lies in the uniqueness of the terraced landscape, horticultural agricultural activities, and the involvement of the local community. Internal factors that constitute strengths include the beauty of the landscape, relatively good accessibility, the availability of basic facilities, management services, the involvement of Karang Taruna, community cooperation, government support, and natural potential. The weaknesses include cleanliness, safety, parking capacity, and human resource competence.

External factors in the form of opportunities include government support, the development of agrotourism and educational tourism, promotion through social media, the development of digital technology, the family and younger generation segments, and opportunities for collaboration with other destinations. The main threats come from the presence of other tourist destinations around the area and the potential environmental pressure due to increased visits. The development strategies formulated include the development of agricultural educational tourism, strengthening the identity of the terraced landscape, improving facilities and safety, strengthening cleanliness, improving human resource competence, optimizing digital promotion, developing agricultural activities and festivals, and collaboration between destinations.

These strategies need to be implemented while maintaining the character of the agricultural landscape as the main identity of the Panyaweuyan Terraces. Tourism development is not solely directed at increasing the number of tourists, but also at improving the quality of experience, economic benefits for the community, management quality, and environmental sustainability.



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